

## AMENDMENTS TO THE CLAIMS

This listing of claims is intended to replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A system for allowing a user to obtain comprehensive vehicle radio listener statistics within a specific market, comprising:

a plurality of vehicles, wherein a vehicle-mounted field unit is coupled to the radio of each of said plurality of vehicles;

means, within each of said plurality of vehicle-mounted field units, for receiving global positioning system data indicative of position and time information of each of said plurality of vehicles;

a base station server capable of receiving radio parameter information and said position and time information from each of said plurality of vehicle-mounted field units located in each of said plurality of vehicles, and producing statistics based on said received radio parameter information and said received position and time information;

a communications means for facilitating two-way communications between said base station server, and said plurality of vehicle-mounted field units; and

a graphical user interface (GUI), provided by said base station server, in order to deliver reports to the user containing said statistics based on said received radio parameter information and said received position and time information.

2. (Currently Amended) The system of claim 1, wherein said radio parameter information ~~includes global positioning system coordinates and~~ comprises at least one of the following: radio status; station preset information; and current frequency setting.

3. (Currently Amended) The system of claim 1, wherein said radio parameter information comprises ~~includes~~ a volume percentage reading and ~~global positioning system coordinates~~.

4. (Original) The system of claim 1, wherein at least a portion of said communications means for facilitating two-way communications includes at least one of the following: satellite communications; code division multiple access (CDMA) communications; time division multiple access (TDMA) communications; and Bluetooth® wireless communications.

5. (Original) The system of claim 1, wherein at least a portion of said communications means for facilitating two-way communications includes at least one of the following: pager communications, satellite communications; cellular telephone communications; and wireless broadband communications.

6. (Original) The system of claim 1, wherein said GUI is provided by said base station server to the user over at least a portion of the global Internet.

7. (Original) A method for allowing a user to obtain comprehensive vehicle radio listener statistics within a specific market, comprising the steps of:

receiving, via a two-way communications network, time and global positioning system coordinate data from a vehicle-mounted field unit coupled to the radio of a vehicle;

receiving, via said two-way communications network, radio parameter information from said vehicle-mounted field unit located in said vehicle;

producing statistics based on said received radio parameter information and said received time and global positioning system coordinate data; and

delivering, via a graphical user interface (GUI), a report to the user containing said statistics based on said received radio parameter information and said received time and global positioning system coordinate data.

8. (Original) The method of claim 7, further comprising the step of: sending an acknowledgment to said vehicle-mounted field unit located in said vehicle via said two-way communications network..

9. (Original) The method of claim 7, wherein said radio parameter information includes at least one of the following: radio status; station preset information; and current frequency setting.

10. (Original) The method of claim 7, wherein said radio parameter information includes a volume percentage reading and global positioning system coordinates.

11. (Original) The method of claim 7, wherein at least a portion of said two-way communications network includes at least one of the following: satellite communications; code division multiple access (CDMA) communications; time division multiple access (TDMA) communications; and Bluetooth® wireless communications.

12. (Original) The method of claim 7, wherein at least a portion of said two-way communications network includes at least one of the following: pager communications, satellite communications; cellular telephone communications; and wireless broadband communications.

13. (Original) The method of claim 7, wherein said GUI is provided to the user over at least a

portion of the global Internet.

14. (Original) The method of claim 7, wherein said receiving radio parameter information from said vehicle-mounted field unit step is performed periodically on a pre-determined time interval.

15. (Original) A computer program product comprising a computer usable medium having control logic stored therein for causing a computer to allow a user to obtain comprehensive vehicle radio listener statistics within a specific market, said control logic comprising:

first computer readable program code means for causing the computer to receive, via a two-way communications network, time and global positioning system coordinate data from a vehicle-mounted field unit attached to the radio of a vehicle;

second computer readable program code means for causing the computer to receive, via said two-way communications network, radio parameter information from said vehicle-mounted field unit located in said vehicle;

third computer readable program code means for causing the computer to produce statistics based on said received radio parameter information and said received time and global positioning system coordinate data; and

fourth computer readable program code means for causing the computer to deliver, via a graphical user interface (GUI), a report to the user containing said statistics based on said received radio parameter information and said received time and global positioning system coordinate data.

16. (Original) The computer program product of claim 15, wherein said radio parameter information includes at least one of the following: radio status; station preset information; and

current frequency setting.

17. (Currently Amended) The computer program product of claim 15, wherein said radio parameter information includes a volume percentage reading ~~and global positioning system~~ ~~coordinates~~.

18. (Original) The computer program product of claim 15, wherein at least a portion of said two-way communications network includes at least one of the following: satellite communications; code division multiple access (CDMA) communications; time division multiple access (TDMA) communications; and wireless communications.

19. (Original) The computer program product of claim 15, wherein said GUI is provided to the user over at least a portion of the global Internet.

20. (Original) The computer program product of claim 15, further comprising: fifth computer readable program code means for causing the computer to send an acknowledgment to said vehicle-mounted field unit located in said vehicle via said two-way communications network.

21-35 (Canceled)